

## **Historic, Archive Document**

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# MAYER'S VIGOROUS TRUE STRAIN STRAWBERRY PLANTS



M. MAYER, JR.

1920 MAYER'S PLANT NURSERY 1920

(THE BOHEMIAN NURSERYMAN)

MERRILL :: MICHIGAN

**MAYER'S PLANTS PRODUCE AND MAKE MONEY**

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Familiar Road and Railroad Sign on My Nursery



**Mayer's Family, Less Baby Keith, 13 Months Old. Baby Keith Sure is Some Boy and I Promise You Will See Him in Future.**

**A N N O U N C E M E N T**

**W**E should feel extremely happy this year for more than one reason. Peace is with us again and we are all confronted with great prosperity in our future. Men may be created equal but they do not remain so; WHY, because nature makes us differently. So what would happen if this earth stood still? FRANKLY I do not know. I do truthfully know what is happening to my readers who are not growing my vigorous true strain strawberry plants. They are not getting the greatest possible nature put in a strawberry plant. My stock, full of vigor, nature's only profitable way, is taking more than its place in our STRAWBERRY WORLD. Not by extremes in expensive literature or advertising, but only by putting most possible vigor in true nature plant. It is in great results and satisfaction and pride in a thing well done that stands for future in this age. Year after year my friends and customers are with me. Their testimonials, friendly letters and orders I receive are true answers to my great efforts. By estimation I have grown 14,000,000 vigorous true strain strawberry plants for season 1920, but every indication today points toward large demands and if you want my strain do not delay placing your order early. Your opportunity is today as each year I have stock all sold in early season. Kindly accept many thanks and best wishes from the MAYER FAMILY for all past favors and future interest. I am yours very truly,

**M. MAYER, Jr., Bohemian Nurseryman.**



**Force in Digging and Packing Season on My Nursery. No Children Allowed.**

#### REFERENCE

We do here state that Mayer's Plant Nursery, of Merrill, Mich., is owned and operated by Mitchel Mayer, Jr., a man who has made a success in his undertaking doing a very large and extensive strawberry plant business which he built up through his own personal efforts. His nursery and himself personally is well known to us; he stands very high in this community both as a man of ability and honesty. We do believe anyone wishing to do business or friendly relation with him have placed their interest in good hands and will be ably cared for. STATE BANK OF MERRILL, Merrill, Mich. John Dufty, Cashier and Mgr. COMMERCIAL NATIONAL BANK, Saginaw, Mich. R. T. Maynard, Cashier and Vice President.

#### PROPAGATING PLANTS

My stock grown my way reaches true nature with vigor growth which stands for productive power of my true strain strawberry plants and in all varieties you can rightly expect abundant crops of fruit. I give sworn statement how each acre receives a dressing according to my methods of especially prepared stable manure into which selected plants are planted from which are grown stock I am offering you. This paragraph should have your consideration and you readily decide in buying best strawberry plants that can be produced, I grow every strawberry plant I sell.



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

#### **DIGGING AND PACKING**

Plants are all one season's growth. Always the entire rows are dug, then plants are sorted to No. 1 stock, trimmed, ready for planting, tied twenty-six in a bunch. Plants are packed in crates, baskets and parcels in properly dampened moss to reach all destinations in good growing condition. When more than one variety is ordered each variety is easily separated when received. Digging begins in March and usually continues to May 10th.

#### **GUARANTEE**

I guarantee stock to be No. 1 and true to name. I guarantee stock delivered in No. 1 condition by express or parcel post. Express rates are cheaper on long distance than parcel post and a surer transit, I advise express. Mistakes, if any, I will gladly make right. Also any unsatisfaction I will gladly make right.

#### **PREPARING SOIL AND PLANTING**

Rich and well drained soil is best. Then plow to a good depth; harrow thoroughly until soil is mellow and nicely level. Roll or float soil just before planting. Planting should be done in early season. Best results are from plants set 18 inches apart in the row and rows 3 feet 6 inches apart. Beds should be kept free from weeds at all times.

#### **ORDERING**

Cash with order is always appreciated, but if you have not full amount send what you wish along with order and order will be booked just the same. All prices are F. O. B., Merrill, Mich. Be sure to use order sheet enclosed and do all your writing very plainly.



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

### **NORTHERN PLANTS**

Dormant plants are always best and can be planted from one to three weeks later in southern states with much better results than by planting southern plants which have a large growth of foliage and buds for blossoms.

The successful strawberry grower of the southern states buys northern Michigan plants. They have more vigor, will make a better growth, and will produce more and earlier berries.

### **REMITTANCE**

Make remittance payable to Mayer's Plant Nursery. Remittances can be sent by Postoffice Money Order, Bank Draft, Express Order, or personal check.

### **NUMBER OF PLANTS REQUIRED TO SET AN ACRE**

Plants 12 inches by 3 feet.....	14,520
Plants 18 inches by 3 feet .....	9,680
Plants 18 inches by 3 $\frac{3}{4}$ feet .....	8,297
Plants 24 inches by 3 $\frac{1}{2}$ feet .....	6,222
Plants 24 inches by 4 feet .....	5,445
Plants 30 inches by 3 $\frac{1}{2}$ feet .....	4,356

### **TRANSPORTATION**

The value of my true strain vigorous stock at reasonable price it is offered will greatly offset transportation charges on your order. My stock is shipped to about every state in the United States and to some foreign countries.

### **I HAVE NO AGENTS**

Through this my little business book is the only way my true strain vigorous stock is offered you. I have no agents. The photos shown in this issue are true scenes of my nursery.



#### Progressive Variety, Mayer's True Strain

#### FALL BEARING VARIETIES

I truthfully say when favorable weather with plenty sunshine prevails during July, August and October, you make no mistake in growing my strain of fall bearing varieties. I assure you in Honeymoon and Kosato something new. Do try a few plants; they are for the unbeliever.

#### FALL BEARING VARIETIES

**Kosato** (Per)—Originated in Michigan and is distinctly new in the fall-bearing varieties. The plants and leaves are very large, productive, and endure much of our unfavorable conditions in fall-bearing varieties. The berries are very large and of good flavor, distant from other varieties and much better to the particular taste. I advise all my customers to try a few plants and if after you have grown fruit tested Kosato and do not find it as represented I will return your money to the amount you have paid for plants.  
**Price—12 Plants \$1.00; 25 Plants \$1.75.**

**Honeymoon** (Per)—Near brother to Kosato; also originated in Michigan. Honeymoon is just about equal in all respects to Kosata, but plants and fruit are not so large. The fruit that each individual plant will produce is enormous. The fruit is good size, quite round in shape, deep red in color and very firm. A much promising variety and you should try it. After fruiting Honeymoon and not find it a distinct new variety as stated, I will upon your request return amount of purchase price. **Price—12 Plants \$1.00; 25 Plants \$1.75.**

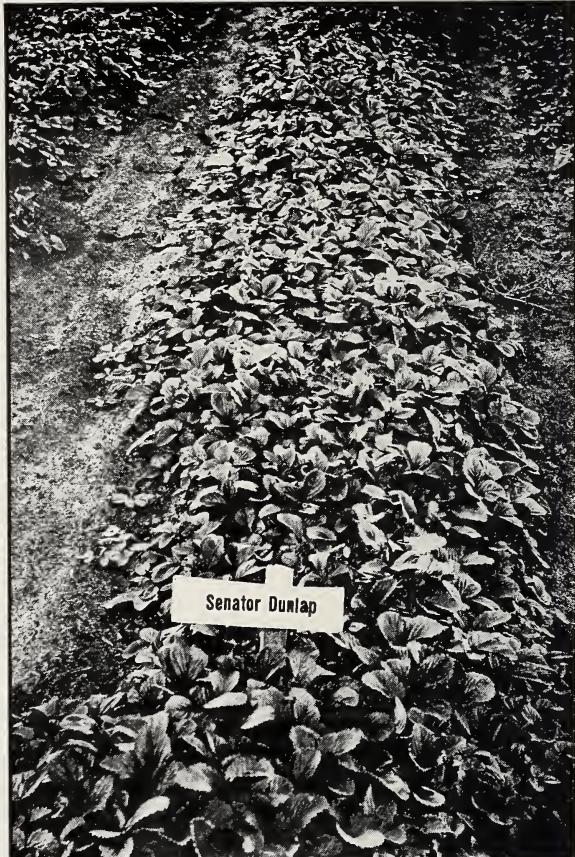
**Progressive** (Per)—This variety does best on any soil that does not retain moisture too long. It is the only fall-bearing variety well tested that succeeds in many states. The plants are healthy and very productive. The berries are medium to large in size. The flavor varies very much, depending on soil they are grown on and the amount of sunshine when ripening. I can safely say that Progressive variety succeeds as a fall producer with more people than any other fall-bearing variety. **Price—\$14.00 per 1,000.**

#### SPRING VARIETIES

**Dr. Burrill** (Per)—A new variety supposed to be the biggest cropper of all strawberries. I have fruited it in a small way only and have decided Dr. Burrill will be a very profitable variety. Plants are long rooted, quite large crowns and healthy foliage. Berries are very dark red in color all through and best quality for canning and market. Demand for Dr. Burrill plants will exceed the supply I have grown. I advise placing your order early. **Price—\$5.75 per 1,000.**



Dr. Burrill Variety  
Mayer's Vigorous True Strain



Mayer's Vigorous True Strain

**Senator Dunlap** (Per) — I sell more plants of Senator Dunlap variety than any other five leading varieties which makes it a sure proof that Senator Dunlap is the most popular variety now grown in our strawberry world. Senator Dunlap variety has made more dollars for its growers throughout United States than any other variety ever introduced. I make this strong statement, but every word is true. I frankly say today it is the most profitable variety for you to buy. Senator Dunlap responds nobly to any kind of culture and any kind of soil. Senator Dunlap is a very heavy bearer of large sized evenly shaped fruit and of a very beautiful dark red color and the flavor is delicious. Growers of Senator Dunlap get berries that are astonishing in wonderful appearance; berries that they are not ashamed of; berries that sell themselves and always at the highest market price. Plants are very vigorous growers and my true nature strain have roots from six to eleven inches long. Without question demand for Senator Dunlap plants again will be above my estimate, so if you want my strain try and book your order early. **Price—\$5.00 per 1,000.**

MAYER'S PLANT NURSERY, MERRILL, MICH.

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Large Field of Plants on My Nursery. Mayers Vigorous True Strain.

✓ **Michels Early** (Per)—This grand old variety has proved to be the most profitable and valuable variety of extra early strawberry. Many of my customers who grow Michels Early variety for early berries in many states report my strain as the best possible early variety grown. I believe it is naturally adapted to light or less feed soils and it seems to do well on the same soil from year to year. Berries are light red through and through, and I heard old people say the flavor of Michels Early fills the want as wild strawberries of their childhood days. My strain is productive and deserving largely planted. **Price—\$4.00 per 1,000.**

✓ **August Luther** (Per)—This and Michel's Early are very similar. The plants are rampant growers. The berries are medium in size but the flavor is mild and especially attractive to most tastes. Ripens an immense crop in a short time, real early and is exceedingly profitable. **Price—\$4.75 per 1,000.**

✓ **Gibson** (Per)—A sure wonderful strawberry and a good profitable variety. I make this strong statement, but it is true. Owing to its wonderful productiveness it continues fruiting medium early to very late. Gibson is a very strong grower. My strain with roots from eight to twelve inches long and the quantities of fruit it produces is unbelievable. Berries are large, beautiful dark red which adds greatly to its beauty and market value. Flavor is good as can be found in any strawberry. Really the Gibson berries sell themselves on all markets. Demand for Gibson plants is greater each season, and if you wish my strain in this wonderful variety you must place your order early. **Price—\$5.00 per 1,000.**

✓ **Pocomoke** (Per)—Good variety. Profitable not for its enormous productiveness for its beauty also. Plants are strong, robust growers, very vigorous and adaptable to all soils. Berries are large, very red, firm and good flavor. I assure you satisfaction in Pocomoke variety. If you have not already grown Pocomoke, try it. **Price—\$5.00 per 1,000.**

✓ **Big Valley** (Per)—A new variety, very productive. Fruit is large, dark red and good shipper. **Price—\$7.00 per 1,000.**



**Mayer's True Strain**

No. 1, Helen Davis. No. 2, Parson's Beauty. No. 3, Warfield. No. 4, Senator Dunlap. No. 5, Early Michel. No. 6, S. L. Champion.

**Warfield (Imp)**—A berry very similar to Dunlap in every respect, except that it is pistillate. The plants are great runners and the berries are deep dark red, very firm and adapted for canning and shipping. As a rule, the plants are not quite as large as the Dunlap and I do not believe the berries average as large, but the Warfield is generally conceded to be the most productive strawberry in existence, having proven so under severe test. **Price**—\$4.50 per 1,000.

**Corsican (Per)**—A productive variety. The berries are very large and have a very beautiful red shading on the side next to the sun. It will not displease anyone. **Price**—\$5.00 per 1,000.

**Gandy (Per)**—A standard late variety. Plants are vigorous and productive, do well on low wet soil as well as on high and dry soil. Berries are dark red and very large, ripening very late. Flavor is good but unlike most varieties. **Price**—\$6.00 per 1,000.

**Glen Mary (Per)**—This variety is very popular with growers who are after quantity and quality. It is enormously productive of large irregular shaped berries. Berries are very firm and good shipper. It does best when planted in dry gravelly or sand soils. My vigorous true nature strain of Glen Mary variety will put dollars in your pocket. **Price** \$5.00 per 1,000.

**Joe Johnson (Per)**—Plants are extremely large and productive. Also make about right rows for fruiting. Berries are very large, attractive and sell for highest prices. A valuable variety. **Price**—\$5.50 per 1,000.

**Stevens Late Champion (Per)**—A variety largely grown in all states. The plants are very vigorous and do well in most soils. Berries may be left on vines without picking for many days; fruit is large, good color and very firm. They stand longer shipments than most varieties. Add true nature's vigor, my strain, you make no mistake in planting Stevens Late Champion. **Price**—\$5.00 per 1,000.

**Aroma (Per)**—Berries very large, late, and produced in great abundance. A very popular variety with growers and consumers. Plants grown my way in northern Michigan produce enormous crops of fruit in southern and western states. **Price**—\$5.75 per 1,000.



Warfield Variety in Beautiful White Sheet of Blossom. Mayer's Vigorous True Strain.



Dunlap Variety in Beautiful White Sheet of Blossom. Mayer's Vigorous True Strain.

**Kellogg Premier Variety**  
**Mayer's Vigorous True Strain**

**Parson's Beauty (Per)**—One that may be depended upon to produce a large crop of fruit every season. The plants are splendid growers on any soil, and without a sign of any disease. The fruit is large, conical, uniform shape, dark red. Largely planted by commercial growers on account of its vigor and productiveness. My strain leads. **Price—\$5.00 per 1,000.**

**Brandywine (Per)**—It is a great favorite with many growers. The fruit is deep dark red, very large and attractive; a good shipper and market variety. **Price—\$7.00 per 1,000.**

**Helen Davis (Per)**—The berry is sweet and is a fine berry for canning. It is a heavy cropper, and will yield perfect berries, and is a strong pollener for imperfect varieties. It will go through hard frosts and bear a good crop of fruit. **Price—\$5.25 per 1,000.**

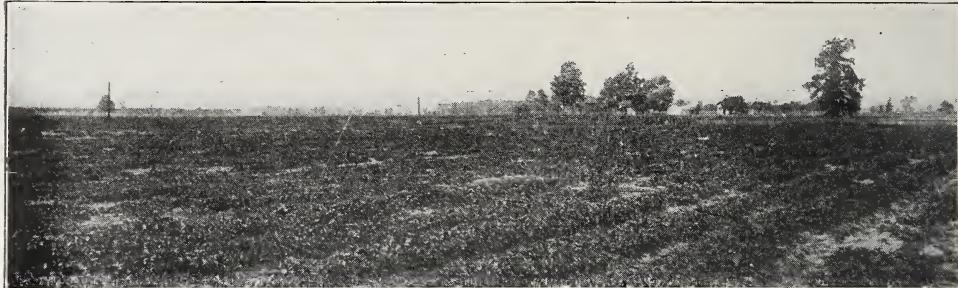
**Lovett (Per)**—This is a standard variety and is a good dependable berry in all soils and seasons. A good producer of large, evenly shaped berries that are firm; medium to large size. **Price—\$5.00 per 1,000.**

**Charles I (Per)**—New, extra early berry with me. Charles I. is a good early variety. Produces abundance of large berries of good quality. **Price—\$5.25 per 1,000.**

**Kellogg's Premier (Per)**—I have fruited this variety, finding it very productive. Berries are large in size and delicious in flavor. **Price—\$5.50 per 1,000.**

**Sample (Imp)**—A very profitable variety, but must be properly pollinated with Stevens Late Champion or Brandywine varieties. The berries are very large and regular in shape; a most splendid marketable variety. **Price—\$8.00 per 1,000.**

**Pride of Michigan (per)**—Plants large, with an abundance of foliage. **Price—\$7.00 per \$1,000.**



Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.

1919 SWORN STATEMENT

I hereby certify that I have fertilized by my method with especially prepared stable manure every acre planted to strawberries for nursery purposes in the spring of 1919.

MAYER'S PLANT NURSERY,  
M. Mayer, Jr., Proprietor.

STATE OF MICHIGAN, County of Saginaw—ss.

Subscribed and sworn to before me a Notary Public, this 29th day of November, 1919.

JOHN R. DUFY,  
Notary Public in and for Saginaw County, Mich.  
My commission expires March 4th, 1923.

## Certificate of Nursery Inspection

—0—  
NO. 2077

This is to Certify, that I have examined the nursery stock of

M. MAYER, Jr., Merrill, Michigan

and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1920.

. R. TAFT,  
State Inspector of Nurseries and Orchards.  
East Lansing, Mich., Oct. 19, 1919.



My Way of Spreading Manure on My Nursery

## LICENSE

(ACT 91, LAWS OF MICHIGAN, 1905)

# State Board of Agriculture

NO. 3262

East Lansing, Mich., Sept. 8, 1919.

**M. MAYER, Jr.**, Proprietor of Nurseries located at Merrill, State of Michigan, having complied with the provisions of Act 91, Laws of Michigan, 1905, and deposited with the Secretary of the State Board of Agriculture a fee of Five Dollars, together with bond required by said Act, and certificate of inspection having been filed, is hereby authorized to sell nursery stock for the year ending August 1, 1920.

THE STATE BOARD OF AGRICULTURE.  
By A. M. Brown, Secretary.



Group of Planters on My Nursery



Spraying Strawberry Plants on My Nursery.



**Straw Mulch on Strawberries. Plants are Protected While Dormant.  
A Scene on My Nursery.**

### PRICE LIST OF STRAWBERRY PLANTS

Varieties marked (Imp) are pistillate and must be planted near some perfect blooming varieties. Varieties marked (Per) are perfect and can be planted by themselves. Prices are f. o. b. Merrill, Michigan. I advise that plants be shipped by express. By mail, add 20 cents per 100 plants.

	Per 100	Per 500	Per 1,000
<b>EARLY VARIETIES</b>			
Dr. Burrill (Per)	\$ .85	\$2.88	\$5.75
Kellogg's Premier (Per)	.85	2.75	5.50
Charles I (Per)	.85	2.63	5.25
Helen Davis (Per)	.85	2.63	5.25
August Luther (Per)	.85	2.38	4.75
Michel Early (Per)	.85	2.00	4.00
Warfield (Imp)	.85	2.25	4.50
<b>MID - SEASON VARIETIES</b>			
Big Valley (Per)	.85	3.50	7.00
Joe Johnson (Per)	.85	2.75	5.50
Gibson (Per)	.85	2.50	5.00
Pocomoke (Per)	.85	2.50	5.00
Senator Dunlap (Per)	.85	2.50	5.00
Glen Mary (Per)	.85	2.50	5.00
Lovett (Per)	.85	2.50	5.00
Parson's Beauty (Per)	.85	2.50	5.00
Corsican (Per)	.85	2.50	5.00
<b>LATE VARIETIES</b>			
Gandy (Per)	.85	3.00	6.00
Aroma (Per)	.85	2.88	5.75
Stevens Late Champions (Per)	.85	2.50	5.00
Brandywine (Per)	.85	3.50	7.00
Pride of Michigan (Per)	.85	3.50	7.00
Sample (Imp)	.85	4.00	8.00
<b>FALL - BEARING VARIETIES</b>			
Progressive (Per)	1.75	7.00	14.00
Kosato (Per) .....	12 plants	\$1.00	25 plants \$1.75
Honeymoon (Per) .....	12 plants	\$1.00	25 plants \$1.75

No less than 100 plants of any one spring-bearing variety sold and no less than 12 plants of any one fall-bearing variety sold. Should you wish 10,000 or more plants you may write for special price, but always state varieties wanted in first letter. Do not write for special price unless your order is for 10,000 plants or more. The above prices are positively net. Should you wish any information, do not be afraid to write for it. My stock is No. 1 this year and I dare say leads in vigor and productiveness many plant growers in United States. You should place your order as soon as possible. I always assure you satisfaction.

## ORDER SHEET

Please oblige me and use this sheet when you send me your order.

## MAYER'S PLANT NURSERY, Merrill, Michigan.

Name .....	Amount Inclosed
Postoffice .....	P. O. Order      \$.....
County .....	Express Order    \$.....
State .....	Check - - - - \$.....
Express Office .....	Cash - - - - \$.....
Freight Station .....	Total - - - - \$.....

**Forward order about** .....  
.....

Do not write your letter on this sheet.



Piles of manure after treatment, ready for top dressing, just before planting. By my method hundreds of loads each year are prepared and from 8 to 14 loads are used per acre.

## Gibson Variety. Mayer's Vigorous True Strain.

## FRIENDLINESS

Have you friends who wish to receive a copy of my little business book? Write their names and addresses on below lines. I will gladly send them their copy and appreciate your kindness. THANKS.